

## From the Secretary: GIA Restored

By Karen Goff

Today the Legislature passed the FY 2015 Budget Bill, which now goes to the Governor for his approval or veto. The bill reflects the following:

- Grants-in-Aid has been restored to the current level of \$9,439,571 at \$5.09 per capita.
- The FY 2015 Budget reflects \$786,250 in a Special Projects line. As most of you know, there is no Special Projects line in WVLC's current year budget.

If you are interested in reviewing the enrolled version of the bill [please visit the West Virginia Legislature website](#).

At the beginning of the session I was not optimistic about GIA being restored. The fact that it was even considered is largely due to the activities of passionate and dedicated library supporters across the state. WVLA Library Legislative Day, visits to the Capitol, emails and other communications kept libraries on a very crowded legislative agenda. The legislation to provide predictable and sufficient funding for public libraries did not advance out of committee but it, too, raised awareness of libraries.

It is critical that every library continue to demonstrate and document its value to the community. [Snapshot Day](#) is one way to do that. Schedule one during National Library Week to count, take pictures and invite users to comment on their library experiences.

This week the Institute of Museum and Library Services released a preview of the [Fiscal Year 2011 Public Libraries in the United States Survey](#). This is the publication that results from compiling the "Federal" items on the annual Bibliostat report that every WV library completes. The publication is always several fiscal years behind because the reporting schedule for state libraries varies and it takes time to verify, compile, analyze and report data from the country's 8,956 public libraries. According to the report, West Virginia is still 7<sup>th</sup> nationally in state support and still 49<sup>th</sup> in local operating per capita. That is disturbing but not surprising. The fact that West Virginia dropped from 49<sup>th</sup> to 51<sup>st</sup> (the rankings include the District of Columbia) in library visits per capita is dismaying. Focusing on funding *and* service is absolutely necessary. What can you do to make sure the library is a place everyone values and visits?

### Keep an eye out for...

WVLC will soon distribute links to new TV and radio public service announcements (PSAs) celebrating National Library Week in West Virginia.

## Dates to remember

April	<a href="#">School Library Month</a>
April 5-12	<a href="#">Money Smart Week @ your library</a>
April 13-19	<a href="#">National Library Week</a>
April 15	<a href="#">National Library Workers Day</a>
April 17	<a href="#">National Bookmobile Day</a>
April 18	Last day to <a href="#">contact the Library of Congress</a> (202-707-3128) to sign your library up for the summer writing contest <i>A Book That Shaped Me</i> ; contest launches May 12.
April 23	<a href="#">World Book Night</a>
April 27- May 3	<a href="#">Preservation Week</a>

## Snapshot Day: Be part of the national picture

WVLC is encouraging libraries to [schedule Snapshot Day events during National Library Week](#), April 13-19. Library Snapshot Day provides a way for libraries of all types across West Virginia and the nation to show what happens in a single day in their libraries. How many books are checked out? How many people receive help finding a job? Doing their taxes? Doing their homework? This initiative provides an easy means to collect statistics, photos and stories that will enable library advocates to prove the value of their libraries to decision-makers and increase public awareness.



Snapshot Day photo, Piedmont Public Library, 2010

Note these [Snapshot Day resources](#), including a [Primer for Creating a Library Snapshot Day](#).

And for maximum outreach in the same period, [schedule signing ceremonies for the Declaration for the Right to Libraries](#), a special initiative of ALA President Barbara Stripling.

## Participate in *A Book that Shaped Me*

The summer writing contest [A Book That Shaped Me](#) from the Library of Congress encourages 5th and 6th graders to reflect on a book that has made a personal impact on their lives. The program affirms the importance of books and reading and helps local public libraries combat the “summer reading slump.” In addition, writing is a natural extension of reading and a valuable summer activity that will enhance your library summer reading program.

Last year, 12% of student essays were submitted through these West Virginia libraries:

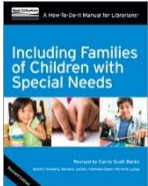
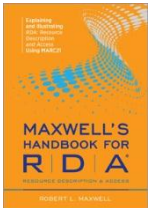
- [Martinsburg-Berkley County Public Libraries](#) (4 libraries)
- [Roane County Public Libraries](#) (3 libraries)
- [South Charleston Public Library](#)

Note these *A Book That Shaped Me* facts for 2014:


- Offered in the Mid-Atlantic region (DC, MD, VA, DE, WV, PA)
- Runs May 12 – August 11 to be administered through summer library reading programs
- Library registration deadline is April 18
- Contact [Lola Pyne, Program Manager, Library of Congress](#) (202-707-3128) to sign your library up
- Grand-prize winners will present their essays during an October 18 ceremony at the Library of Congress (LOC)
- The [A Book That Shaped Me page on the LOC website](#) will display 2014 contest information beginning May 12

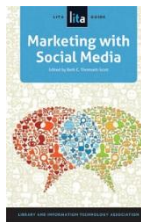
## New publications available from State Library Services


The West Virginia Library Commission's State Library Services has added the following titles to the Library Science Professional Collection. All titles are [available for check-out or through interlibrary loan](#).

- ***Including Families of Children with Special Needs: A How-to-Do-It Manual for Librarians***. This new revised edition is a step-by-step guide to serving children and youth with disabilities as well as the family members, caregivers, and other people involved in their lives. The authors show how staff can enable full use of the library's resources by integrating the methods of educators, medical and psychological therapists, social workers, librarians, parents and other caregivers. Widening the scope to address the needs of teens as well as preschool and school-age children, this edition also discusses the needs of Spanish-speaking children with disabilities and their families, looking at cultural competency as well as Spanish-language resources. This manual will prove valuable not only to children's services librarians, outreach librarians, and library administrators, but also early intervention and family support professionals, early childhood and special educators, childcare workers, daycare and after school program providers, and policymakers. 
- ***Maxwell's Handbook for RDA, Resource Description and Access: Explaining and Illustrating RDA: Resource Description and Access Using MARC21***. In this clear and comprehensive resource, cataloging expert Robert Maxwell brings his trademark practical commentary to bear on the new, unified cataloging standard. Designed to interpret and explain RDA: Resource Description and Access, this handbook illustrates and applies the new cataloging rules in the MARC21 environment for every type of information format. A guided tour of the new standard from a respected authority, this essential handbook will help catalogers, LIS students and cataloging instructors navigate RDA smoothly and find the information they need efficiently. 

- Planning Our Future Libraries: Blueprints for 2025.*** In an information environment where the only constant is change, many wonder where libraries are headed. This edited collection brings together library leaders with some of the brightest new minds in the profession to envision the future of libraries. Drawing from their personal experiences, they bring their barrier-breaking perspectives to the task of reinventing the library in all its forms. From redesigning library services for the evolving needs of users to functioning as a meaningful space in a digital age, this thought-provoking collection will challenge librarians at every kind of institution to start planning today for the library of tomorrow.


- Marketing with Social Media: A Lita Guide.*** Eschewing mere theory in favor of real-world examples, editor Beth C. Thomsett-Scott and her contributors offer to-the-point advice for getting up to speed with the world of social media. Ideal for newbies ready to get serious about marketing with social media, as well as practitioners on the lookout for ways to improve existing efforts, this LITA guide will save readers time and effort by providing basic information on the most popular and cutting-edge marketing technologies. With the valuable information contained in this guide, libraries can reach their users and create connections that resonate with them.


- After-School Clubs for Kids: Thematic Programming to Encourage Reading.*** Learning that takes place "after hours" in a club setting is often an undersupported component of children's education. After-school clubs built around books encourage independent, recreational reading, which in turn has a positive impact on the rest of a child's day. In this book, Lisa M. Shaia offers a year's worth of ready-to-implement program ideas for librarians and educators. Her month-by-month calendar of themed clubs is conveniently divided by grade level (K-2, grades 3-4, grades 5-6) to allow club leaders and organizers to closely align activities and book selections to the ages of the club's participants. With its inviting approach to book-based programming, Shaia's start-to-finish guide helps promote reading as a fun, engaging activity for kids.



## News in brief

- Preview of FY 2011 public libraries survey available.** The Institute of Museum and Library Services has made available a preview of the [Fiscal Year 2011 Public Libraries in the United States Survey](#). Now in its twenty-fourth year, the Public Library Survey gathers data from more than 98 percent of public libraries across the country. [West Virginia's state profile is also available.](#)
- Freedom of Speech Video Contest Gives Students a Voice.** Creative students could win as much as \$500 for developing a video about the U.S. Constitution as part of a video contest sponsored by the West Virginia Department of Education and the West Virginia State Bar. Participants are asked to create a 3-minute video with the theme "We the People: Freedom of Speech." The contest is open to WV public school students in grades 6 – 12. First place in each category receives \$500; second place wins \$250. First place winners can attend the WV State Bar's annual meeting on May 9. Entries must include parental permission for kids under 18. Interested students can [fill out an application online](#). Submissions will be accepted until April 4. For information, [contact Joyce Morton, West Virginia State Bar](#), 304-641-2127m or call the WVDE at 304-558-2699.

- **Survey addresses management practices of academic libraries.** Primary Research Group Inc., publisher of research reports and surveys about libraries, is [surveying the management practices of academic libraries](#). Survey participants will receive a free copy of the final report generated from the survey data.
- **Free report on digital library marketing tips.** OverDrive.com, a distributor of ebooks, offers a free report called [50 Digital Library Marketing Tips](#). The report explains how to raise ebook awareness in your school.

## Free book available to librarians, trustees and friends

R. David Lankes, professor at Syracuse iSchool, is making his book *Expect More: Demanding Better Libraries for Today's Complex World* available to library professionals and others at no cost. [The book is available for downloading in PDF, MOBI and ePub versions](#). The website also includes brief videos with practical examples.

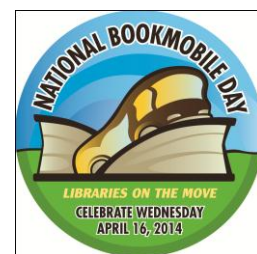
R. David Lankes is a professor and Dean's Scholar for the New Librarianship at Syracuse University's School of Information Studies and director of the Information Institute of Syracuse. Lankes is a passionate advocate for libraries and their essential role in today's society. He also seeks to understand how information approaches and technologies can be used to transform industries. In this capacity he has served on advisory boards and study teams in the fields of libraries, telecommunications, education, and transportation including at the National Academies. He has been a visiting fellow at the National Library of Canada, the Harvard School of Education, and the first fellow of ALA's Office for Information Technology Policy. His book *The Atlas of New Librarianship*, co-published by the Association of College & Research Libraries, a division of the American Library Association, and MIT Press, won the 2012 ABC-CLIO/Greenwood Award for the Best Book in Library Literature.



## Why We Love Our Bookmobile video celebration

As libraries gear up to celebrate the fifth [National Bookmobile Day](#) on April 16, they can now share what makes their bookmobile special through the [Why We Love Our Bookmobile](#) YouTube video celebration. Through April 16, libraries across the country are invited to submit videos on the National Bookmobile Day YouTube channel that highlight the essential library services that bookmobiles and their dedicated staff provide every day, in communities large and small.

[Why We Love Our Bookmobile](#) is open to libraries and library agencies who post videos that feature at least one of the following themes: patron support for the bookmobile; bookmobile services; or the library's 2014 National Bookmobile Day celebrations. On National Bookmobile Day, three videos will be selected at random to receive gift certificates from ALA Graphics.





More information about [National Bookmobile Day](#) and [Why We Love Our Bookmobile](#), including submission guidelines and instructions, is available online. National Bookmobile Day is sponsored by the American Library Association (ALA), the Association of Bookmobile and Outreach Services (ABOS) and the Association for Rural & Small Libraries (ARSL).

## Applications for Baker & Taylor Awards due May 1

[United for Libraries](#) is accepting applications for the [Baker & Taylor Awards](#), given to friends of the library groups and library foundations. Applications are due May 1. Given annually since 2000, the Baker & Taylor Awards have recognized more than 40 groups for outstanding efforts to support their library. Winners will be notified by May 15. Each winning group receives \$1,000.

The awards will be based on a specific project during the 2013 calendar year or for outstanding activities by a friends group or foundation during 2013. Applicants must have a United for Libraries friends or foundation group membership valid through June 2014. Please contact United for Libraries to verify eligibility prior to [preparing an entry](#). Summaries of past award-winning projects can be found [on the website](#).

The [Association of Library Trustees, Advocates, Friends and Foundations](#) (United for Libraries), is a division of the American Library Association that supports those who govern, promote, advocate, and fundraise for libraries. For more information or to join United for Libraries, visit the [United for Libraries website](#) or contact Jillian Kalonick at (312) 280-2161 or [jkalonick@ala.org](mailto:jkalonick@ala.org).

## Enhance your library communications with infographics

An infographic, or information graphic, is a representation of information in a graphic format that makes data easily understandable at a glance, [according to WhatIs.com](#). People use infographics to quickly communicate data patterns and relationships and to simplify the presentation of large amounts of data.

[As these examples demonstrate](#), you can use infographics to communicate facts about your library to patrons, your friends group, your library board and others. These websites offer free tools for creating infographics:

- [Piktochart](#)
- [Infogr.am](#)
- [Easel.ly](#)



Sample infographic from the Nebraska Library Commission

# Continuing education digest

**Editor's Note:** *Continuing Education Digest*, formerly a separate WVLC publication, is now a section of *Library Lookout*. Note the continuing education opportunities below. (More can be found on the [WVLC CE Calendar](#)).

- [Get Your Geek On: Geek the Library Informational Webinar](#), Tuesday, March 18 at 2:00 PM. Now in 48 states and more than 1,500 libraries, the Geek the Library community awareness campaign has helped public libraries across the country create awareness, generate engagement and encourage action. Enrollment is open until June 2014, with full support through June 2015.
- [Creating a Digital Media Space for Today's Teens \(Part 1\)](#), Thursday, March 20 at 2:00 PM. To get teens more active in the library and enthusiastic about library programs and services, a Digital Media Space can be the draw—a place that teens can go to record videos, use social media, create projects and engage with the community and their peers on their own terms. As the Digital Learning Librarian at Carnegie Library of Pittsburgh, Corey Wittig knows what it takes to build an effective, popular lab, and he'll share his knowledge with you in this comprehensive, two-part workshop. Part two takes place on March 27 at 2:00 PM.
- [Get Your Ducks in a Row: Disaster Planning](#), March 31 - April 11. You have heard it before: Expect the unexpected. As a library director or building manager, it's crucial to be adequately prepared for natural disasters, medical emergencies and building damage. In the midst of running a busy library, these details can fall through the cracks. This short course will help you identify the information your library needs to have on hand, develop a simple disaster plan and devise a strategy to keep the plan current.
- [Chasing \(and Catching\) New Public Library Patrons](#), Thursday, April 24 at 11:00 AM. This webinar is part of a series called "Cutting Edge Ideas for Public Libraries." Jump-start innovation at your library and convene your staff to participate as a group, brainstorming each idea to adapt to your own library's needs. The four one-hour webinars focus on innovative public library programs that can be replicated at your library. See, hear and ask questions of the innovators themselves in this provocative series.
- [How to Build a Great Team: One Year to Success](#) is a 2-part workshop on April 16 and 23 at 2:30 PM each day. Both sessions are 90 minutes. Learn how to build an excellent staff and improve staff efficiency. Whether you're bringing on new staff members or looking to find new directions with your existing employees, this workshop will give you a practical, step-by-step approach to building a skilled team. The first session will focus on how to build your team by hiring the right people, in the right way. It will cover position analysis, using a Hiring Team, advertising, reviewing applicants and interviewing. This second installment will focus on everything from orientation to training, challenging, correcting and inspiring your team members to improve and excel.
- [Design for Understanding Meets the 21st Century School Librarian](#), March 17 - April 11, is a self-paced course that introduces participants to the Understanding by Design Curriculum framework. Known as the Backward Design model, this framework is unique in that it begins with the end in mind.

# Jazz up your Geek the Library Campaign

Note these resources from the [Geek the Library Facebook page](#) that offer fodder for posters, fliers and speeches to support your Geek campaign. Some present information on the value of libraries in our society. Others are just plain fun.

- [Think We No Longer Need Libraries? Think Again.](#) (LinkedIn)
- [Why Libraries Are Still Important](#) (WUWO Magazine)
- [Who Says Libraries Are Going Extinct?](#) (Pacific Standard Magazine)
- [Invest in libraries; they are windows into digital literacy for adults \(Commentary\)](#) (Syracuse.com)
- [Why libraries deserve to be hip](#) (Salon.com)
- [Enviably Bookmobile Fashions](#) (BookRiot.com)
- [This Is What a Librarian Looks Like](#) (Slate.com)



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